



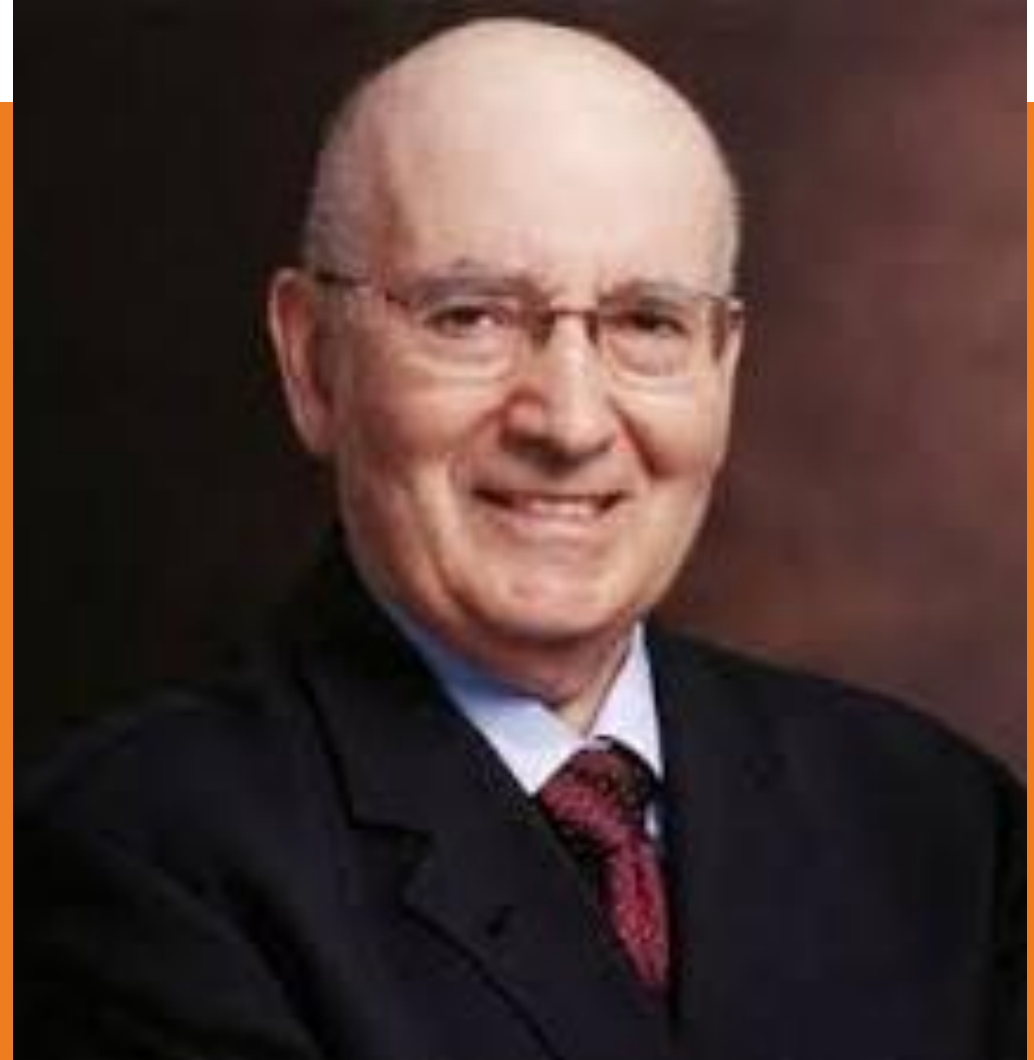
MARKETING

Service Marketing for School



MARKETING \neq SELLING??

The science and
art of exploring,
creating, and
delivering value
to satisfy the
needs of a target
market.







PRICE

CAMERA

PROMOTION

CONSIDERATION?

FEATURES

DESIGN

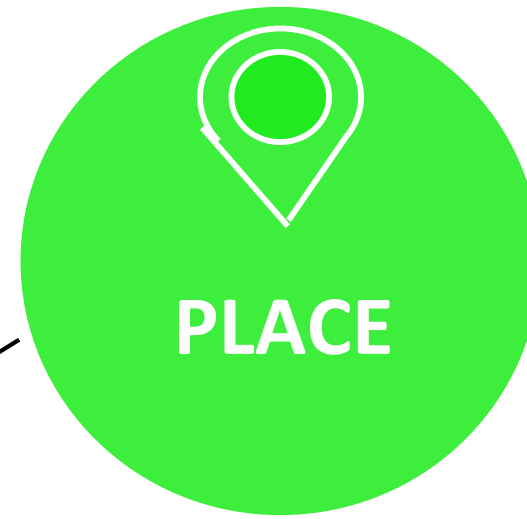
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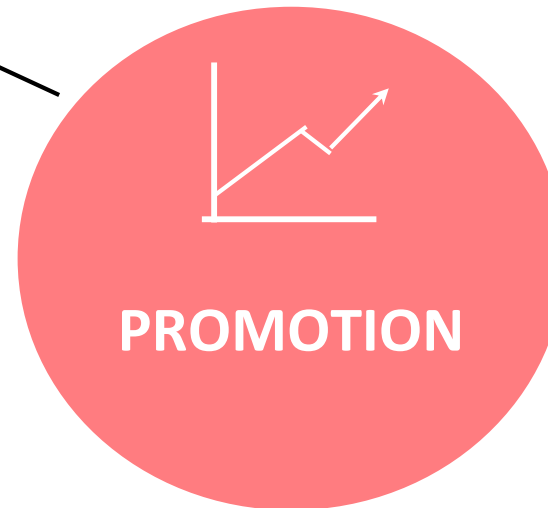
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THE MARKETING MIX



4 P's Of Marketing















GOODS vs SERVICE



Goods	Services
<i>Material</i>	<i>Facilities, Benefits, or Helps</i>
<i>Tangible</i>	<i>Intangible</i>
<i>Can be transferred</i>	<i>Cannot be transferred</i>
<i>Very simple and easy</i>	<i>Complicated</i>
<i>Can be returned</i>	<i>Cannot be return back</i>
<i>Can be stored</i>	<i>Cannot be stored</i>
<i>Time lag</i>	<i>Simultaneously</i>





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PRICE

- *DPI dan SPP*
- *Iuran*
- *Harga sesuai*

• PLACE

- *Tengah kota*
- *Strategis*
- *Mudah dijangkau*
- *Bebas banjir*





PHYSICAL EVIDENCE

- *Gedung*
- *Fasilitas*

• PRODUCT

- *Profil Lulusan*
- *Prestasi*
- *Kualitas*
- *Karakter*





PEOPLE

- *Guru*
- *Kepala Sekolah*
- *Admin*

PROCESS

- *Pembelajaran*
- *Evaluasi*



PROCESS

PEOPLE

PROMOTION



YSKI

TODDLER - PG - TK - SD - SMP - SMA



Best Hands for Education